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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

November 20, 1943

No. 33

URGENT NEED FOR SPEED in getting information to farmers about WFA's recent order on the slaughter of hogs and delivery of meat. While this order permits the hog producer for a period of ninety days to slaughter on his farm, without a license or a permit, swine owned by him and deliver the meat, there are still price and rationing restrictions on the meat. To clarify the present situation, here is a checklist on what he may and what he must do under this order.

Under new order, he MAY:

Slaughter on his farm without a license or slaughter permit only HOGS and during a 90-DAY PERIOD ONLY, Nov. 17, 1943- Feb. 17, 1944.

New order does not change these restrictions. He still MUST:

1. Never sell without collecting ration stamps.
2. Never charge more than ceiling price for any food.
3. Always observe grading requirements (for meat other than pork).
4. Always register as a seller, obtain proper permits for slaughter of beef, sheep, etc. (Removal of permit requirement affects only HOGS, for 90 days.)
5. Send collected ration stamps, with the report form, each month to the local war price and rationing board, on all rationed foods sold, including pork.

INFORMATION JOB IS VITAL NOW. All the facts are here. To avoid confusion in sending out any information on this new order, you will want to be sure that you keep all the facts together so that the picture will be in one piece.

DAIRY INFORMATION KIT POINTS UP PROGRAM... Built around the new 8-point dairy program, this kit is being prepared as a part of the production goals campaign. It is to be used by farm leaders in carrying out the educational campaign in connection with the 8-point program. This program is a counterpart of the 8-point program announced last year.

Regional meetings will be held beginning the first of December, attended by Extension Service specialists, dairy industry representatives, and other personnel, at which both the new program will be presented and the educational work planned. This kit will be available to the states, which can order any part of the handbook. It is anticipated that it be supplemented at the state level by "how-to-do" information.

INVENTORY OF PEACE NEEDS for Agriculture, to be completed in preliminary form in ninety days, was decided upon last week when nine regional chairmen of post-war planning committees met in Washington. State reports are to be sent to the regional chairmen, summarized, then forwarded to Washington for a national report.

The regional reports will be made on these subjects: Conservation and development of natural resources; rural population in relation to resources, including planning for returned soldiers; farm family living; community services such as electrification, education and cooperatives; farm organization, including size of farm, production adjustments, utilization of released Government land, equipment, credit, tenure; marketing, processing and transportation facilities; social security for farm people; and cooperation of agriculture, labor, industrial management, and government.

FOOD CONSERVATION FIGHTS FOR FREEDOM Watch for new publications on food conservation, either just off the press or in process of publication: "The Conservation of Food in the Home," 14 pages, being distributed to State and County Nutrition Committees; "Facts on Food Waste," a mimeograph in the Food Information Series; "Information for Public Speakers on Food Waste," 22-page multilith, distributed by Extension Service to County Agents and Extension workers and by Office of Education to field staffs; "Discussion Guide on Food Conservation for Use by Women's Groups," prepared for women club leaders to distribute through their organizations; "Retailer Conservation Handbook," for distribution to retail stores; and "Check-list of short, clear, easy-to-read publications" on food conservation, for general distribution.

HOLDING THE LINE ON FARM LAND VALUES

FARM LAND BOOM ALREADY UNDER WAY Secretary Wickard, in speaking before the National Association of Real Estate Boards in Cleveland, Ohio, Nov. 18, warned: "Today we are in great danger from a farm land boom which is already under way and unless we do something about it soon we are going to build up future headaches for farmers and their families and for a good many real estate men as well.

"Land values in this war have increased at just about the same rate that they did in World War I. The direct emergency controls in the land market which have been suggested include such types of measures as (1) restriction of credit, (2) ceiling prices on land and permits to purchase, (3) transfer tax, and (4) capital gains resale tax. ... I am convinced that the approach most worthy of our consideration at this time is the so-called farm land boom profits tax or capital gains tax. ... It would work this way: Profit arising from the first sale of a farm following adoption of this plan would not be subject to this special tax. The tax would apply only on the second sale, or any subsequent resale during the emergency period. The longer the farm was held by one owner the smaller would be his tax. ... In other words, the tax is designed to encourage stability of ownership and to discourage circumstances such as we experienced in the last boom when a farm might change hands as frequently as several times in a year, each time at a higher figure."

TRANSPORTATION GETTING TIGHTER With all transportation, passenger and freight, strained to the breaking point, farmers are being urged to make most advantageous use of facilities available to them. You probably have the bulletin, "Program to Help Farmers Utilize Their Farm Machinery, Equipment, and Structures," in which attention is given to this problem. Keep your eyes open for another piece which goes into detail on the factors involved in trying to meet transportation requirements. These will be stressed: (1) Rigid maintenance; (2) Pooling rolling stock; (3) Only slight relief in the form of new equipment; and (4) Farmers to use every available vehicle for moving farm products to market.

WE'VE JUST BEGUN

The field is being asked to emphasize that FOOD FIGHTS FOR FREEDOM CAMPAIGN is not purely a November campaign -- it is for the duration! The President designated the month of November as Food for Freedom Month -- and we hope most activities will be launched in November. Field reports indicate that local mobilization may reach its peak in December or even January. Remember that is is not too late to start things moving now. Food is a weapon -- we must use it as a weapon -- not for November or any month alone -- but until the war's end.

NATIONAL FARM AND HOME HOUR

MONDAY, Nov. 22 - Wallace Kadderly and William C. Crow, Transportation and Warehousing Branch, FDA, "Get It to Market -- How?" TUESDAY, Nov. 23 - Special program from Lincoln, Ill., presentation of "A" award to Logan County. WEDNESDAY, Nov. 24 - Joseph D. Tonkin, FDA, and Mr. and Mrs. Harry Turrell, Chicago Victory Garden leaders, "Chicagoans Make Food Fight for Freedom." THURSDAY, Nov. 25 - UNCLE SAM'S FOREST RANGERS. FRIDAY, Nov. 26 - "Food Fights for Freedom," #5 -- Wallace Kadderly and (by ET) John Moreland, farmer, Earlham, Madison County, Iowa, "What's Ahead for '44."

CONSUMER TIME

AGRICULTURE ADDS ITS VOICE to Post Office Department's plea for IMMEDIATE CHRISTMAS MAILING. On Saturday, Nov. 27, Walter Myers, Assistant Postmaster General, will be guest star on Consumer Time. There will also be a duo of dramatic sketches showing what happens when you fail to mail early, wrap securely and address plainly those Christmas packages. Home mailing guide will be the give-away. (NBC 12:15 EWT)

LISTEN FOR THESE Monday, Nov. 22, the Cavalcade of America program will dramatize "Soldiers of the Soil." This is NBC at 8:00 o'clock, EWT. Tuesday, Nov. 30, Secretary Wickard will speak on the "Salute to Youth" program. (NBC, 7:30 p.m., EWT.) "Youth on Parade" on Dec. 4 will recognize the 4-H Club war activities. (CBS, 10:00 a.m., EWT.)

HOME FRONT PLEDGES PILE UP! More than 13,000,000 have been signed, and still coming in! ... Denver, Colo., exceeded its goal by 16% and will follow-up with a survey to determine the effectiveness of the campaign. Three Guntersville, Ala., girls costumed as the HEP poster girl obtained hundreds of pledges. Directors of Louisville, Ky., War Industries promised their support in getting their employees to pledge 100% cooperation.

FOOD FIGHTS FOR FREEDOM

RATION CALENDAR USES FFFF SYMBOL In Region VI, the FFFF symbol and the Home Front Pledge symbol were printed on the current ration calendar, 5,000 copies of which were sent to daily and weekly newspapers, Community Service Members, radio commentators, etc. Drop-in mats were supplied newspapers.

ORGANIZATION ACTIVITY ON FFFF

The supplement attached to the Calendar this week is the latest round-up of what many of the national organizations are doing to make FOOD FIGHT FOR FREEDOM. The response of these organizations has been rapid and impressive, indicating that their messages will reach many homes in a variety of ways.

We have membership figures on some of the organizations, totaling over 56 million. Since there are about 30 million homes in the nation, if every organization got its message to everyone for whom it was intended, that would mean reaching the average home just about twice -- from a source everyone respects, his own organization. Of course, not every message could be expected to reach everyone to whom it was addressed. On the other hand, our figures do not include the membership of all the organizations on the attached digest; nor is this summary guaranteed to be complete by any means. Besides, many of the organizations have carried the FFFF story in several different ways. All in all, we can be sure that a great job is being done by national groups cooperating in the food education program.

Later we will give you reports on what is being done on FFFF through other channels.

SOME ORGANIZATION EFFORTS ON FOOD FIGHTS FOR
FREEDOM

WOMEN'S ORGANIZATIONS

I. Religious and Civic Organizations

1. National Federation of Business and Professional Women's Clubs (76,000 members)

November issue of INDEPENDENT WOMAN will include two major FFFF articles; editorial comment also anticipated.

2. USO-YWCA (2,000,000 members)

Extra FFFF edition of Program Exchange. Mimeographed Food Quiz and sent to each local unit with suggestions for use. Special materials supplied by Group Services Branch, OPA, on request to USO club groups wishing to do special community projects. Mimeographed postal card to local directors, outlining questions to be answered in connection with program activities.

3. NATIONAL BOARD OF YWCA (530,000 members)

Published review of campaign in November issue of THE WOMAN'S PRESS. (Editor deleted another article to include the FFFF material.)

4. National Hadassah (110,000 members)

OPA and WEA cooperated on an article with illustrations in connection with campaign for use in November Hadassah Newsletter.

5. **National Council of Jewish Women (60,000 members)

FFFF material to be included in November "Bulletin on Social Welfare and War Activities." Material and mention of campaign in program of Triennial Convention in Chicago, November 7-11.

6. National Jewish Welfare Board (435,000 members)

Material in November BETWEEN THE ISSUES, going to all Jewish Welfare units. Urging full cooperation with program in local communities.

7. Methodist Department of Christian Social Relations and Local Church Activities (4,000,000 members)

Letter on October 18 to all Conference Secretaries, calling their attention to campaign, "It seems to me that such an emphasis can be very timely in relation to our World Community Day Program". . . .

"The church throughout the nation must interpret the gospel of production, conservation, and sharing"..... "Let's build a public mind that understands why we must keep our ration books even when guns have ceased firing!"

8. League of Women Shoppers (25,000 members)

Editorial and 1-1/2 page article on place of price panel program in the Home Front Pledge Campaign in October Newsletter. All branches have received Group Services Bulletin No. 5, devoted to "Food Fights for Freedom."

I. Religious and Civic Organizations (cont'd)

9. Common Council for American Unity (6,000,000 members)

Translating "November Is Food Fights for Freedom Month" into 20 different languages, to send to foreign language newspapers which they service. Thousand mats of pledge symbol used in connection with this article.

10. American Association of University Women (71,461 members)

Through staff members in field, and message in News Bulletins have stimulated branches to active participation in local program. Suggested training of speakers for local campaign as a special project. Plan to emphasize continuing aspects of program. Local organizations have received copies of Group Services Bulletin No. 5.

11. National Council of Women (5,000,000 members)

On October 29 held National Conference of organizational leaders throughout the country, at which the program was presented and materials distributed. Local organizations have received Group Services Bulletin No. 5.

12. General Federation of Women's Clubs (2,000,000 members)

War Service Chairmen and Consumer Chairmen of local groups have received information; urged to participate in the activities by National Chairmen in these fields.

13. *B'nai B'rith (No figures available)

Interested in preparing editorials and cartoons for use of magazines or papers for own and wider use. Requested and received 500 copies of discussion outlines.

14. Quota Club (No figures available)

Will suggest a "reporter" on the food situation in each local club to keep membership continuously informed.

15. National Council of Negro Women (800,000 members)

Presented FFFF program at national meeting in New York, October 16. Announcement and general objectives of program in November Newsletter to member organizations.

16. National Association of College Women (No figures available)

Special message on importance of membership participating in the program in their OPA Newsletter to local branches.

17. *National Urban League (5,000 members)

Materials on program sent to 47 local Leagues at request of their national office.

18. National Housewives League (1,000 members)

Material on program sent to local branches at request of their national office.

19. Women's Missionary Society, African Methodist Episcopal Church (No figures available.)

Material sent to 30 area presidents at request of their National president.

I. Religious and Civic Organizations (cont'd)

20. *National Congress of Colored Parents and Teachers (No figures available.)
Material sent to state president on request of their national president.
21. Alpha Kappa Alpha Sorority (6,000 members)
Material sent to local branches at request of their national president.
22. Delta Sigma Theta Sorority (2,000 members)
Material sent to local branches at request of their national president.
23. National Association of Ministers Wives (No figures available)
Material sent to local Associations at request of their national president.

II. Professional Associations

1. American Dietetic Association (10,000 members)
Editorial on campaign in September Journal. Several paragraphs on program under News Notes in October Journal. State Presidents, Delegates, and Community Education Chairmen (State) have received Group Services Bulletin No. 5.
2. National Organization for Public Health Nursing (10,000 members)
Has sent special Home Front Pledge materials to leaders suggesting that they have Visiting Nurses explain Pledge to families they contact, and how each individual can help price control and rationing succeed. Syracuse District (9 counties) in New York is demonstration area for this project. Reports indicate great success.
In addition, 400 leaders of NOPHN have received FFFF issue of Group Services Bulletin.
3. Colored Nurses Association (No figures available)
Nurses carrying the program into the homes they visit.
4. American Home Economics Association (85,000 members)
Paragraph on Washington News Page in October issue of Journal of Home Economist. FFFF issue of Group Services Bulletin sent to 3,000 members of their Information Service Corps. Have expressed interest in long-run, continuing program.
5. American Library Association (16,000 members)
First issue of Library War Guide prepared by OWI after consultation with ALA is on the Food Fights for Freedom Program.
In addition, 6,250 public libraries have received FFFF issue of Group Services Bulletin.

III. Welfare and Social Service Organizations

1. American Association of Social Workers (11,000 members)
National Executive Secretary sent personal letter on campaign to his 90 chapter presidents all over the country, asking them to inform members by letter or in meetings, and to contact local committee. Article addressed to social workers, prepared for November issue of THE COMPASS,

III. Welfare and Social Service Organizations (cont'd)

calling for their participation in campaign. Reaches 20,000 subscribers. Presidents of 105 chapters have received Group Services Bulletin No. 5. State bulletins urged to give space to campaign.

2. Association of Junior Leagues of America (35,000 members)

All local Leagues securing Price Panel Assistants for War Price and Rationing Boards from their members. These individuals focal points for campaign. Article by Chester Bowles in October number of the League Magazine included reference to campaign. National Executive Secretary sent special letter to all local League Presidents (123). At least one radio program requested wherever a chapter has set up this activity. Consultant in Civic and Social Education, who develops discussion and study topics at headquarters, asked to send campaign materials to local chapters conducting educational programs during November.

3. American Public Welfare Association of America (5,200,000 members)

Circularizing all member agencies with materials, urging their staffs actively participate - especially where they have home economists to help develop activities. Food Fights for Freedom and Group Services Bulletin were sent to 73 State member agencies.

4. Child Welfare League of America (739,000 members)

Circularizing the 170 member agencies with materials, urging staffs to actively participate - especially where they have home economists to help develop activities. These materials included Food Fights for Freedom and Group Services Bulletin No. 5. At least a paragraph on campaign in monthly magazine; State magazines urged to do same.

5. Family Welfare Association of America (2,500,000 members)

Circularizing 209 State member organizations with materials, urging their staffs actively participate - especially where they have home economists to help develop activities. Materials included Food Fights for Freedom and Group Services Bulletin No. 5. In 39 of the member organizations which employ home economists a special program of information to casework social workers will be conducted.

6. National Federation of Settlements (2,000,000 members)

Program presented at annual meeting of National Board of the Federation, October 23-25, representing 40 of the outstanding settlement leaders of the country. Will take program to their 158 low-income neighborhoods, making whatever adaptation is needed. Special programs of conservation, action committees on price control, etc., will be promoted. Expect reports on this activity. All member settlements have received the Group Services Bulletin No. 5 and Food Fights for Freedom. City Federations in ten big cities will secure city-wide cooperation from low-income neighborhoods through leadership of paid and volunteer workers already trusted by the people they reach.

IV. Labor Groups

1. Congress of Industrial Workers (500,000 members)
Would stimulate interest in factory feeding problem. Work on the problem of the working woman who finds food buying difficult at end of the day. Possible technique for covering whole program would be three to five, noon-hour speakers in factories.
2. *International Workers Order (500,000 members)
Plans to include discussion of the program in their Bulletin. Can get information to 15 different nationality groups if translations can be provided; would conduct classes to train speakers in these languages. Want "Food Quiz" translated. Suggesting to their lodges special projects on food for Thanksgiving period: demonstrations, films, etc.
3. International Ladies Auxiliary, Brotherhood of Sleeping Car Porters
(No figures available)
Material sent to all local auxiliaries at request of their national president.
4. Ladies' Auxiliary to United Transport Service Employees Union, CIO
(No available figures)
Material sent to all local auxiliaries at request of their president.

V. Youth Groups

1. Junior Red Cross (17,000,000 members)
"Pulled out" an article in proof and inserted an FFFF article for November issue of their magazine. Will recommend speakers or discussion leaders on the program at Red Cross activity centers, groups making surgical dressings, knitting groups, etc. Will recommend to Red Cross Nutrition groups work on temporary local surpluses.
2. Junior Hadassah (15,000 members)
Planning a big war Exhibit. Will give one whole section to this campaign.
3. Camp Fire Girls (311,433 members)
Will incorporate the campaign in cooking and nutrition projects.
4. Girl Scouts (640,000 members)
Will emphasize the continuing food program, as a weapon for winning the war and the peace.
5. Boy Scouts (1,430,000 members)
Will emphasize importance of food for freedom.
6. American Youth for a Free World (No figures available)
Have received material on Food Fights for Freedom.
7. Christian Endeavor (3,000,000 members)
Have received material on Food Fights for Freedom. Will carry on educational campaign with all groups.
8. American Friends Service Committee (10,000 members)
Have received material on Food Fights for Freedom. Will carry article in magazines.

MEN'S ORGANIZATIONS

1. Lions International (150,000 members)

A special food committee will be formed in each local Lions Club. This committee will cooperate with the Citizens' Food Information Committee and will assist in all phases of the FFFF program.

2. National Exchange Clubs (40,000 members)

Their national office is requesting that each club devote a meeting early in November to the FFFF program. We have prepared 5 talks on food which they will send to each club and will ask their five local "Flying Squadron" club members to give.

3. Rotary International (200,000 members)

Rotary has already devoted considerable publicity to the many aspects of the food program. The last week in October they sent out a special bulletin to all of the clubs in the United States, asking them to cooperate in all phases of the FFFF program, not only during November, but for duration. Bulletin described the program, gave a few highlights of the problem. We also sent them an outline of a luncheon club talk on food.

4. Kiwanis International (114,000 members)

Giving publicity to the FFFF program. Sent them an outline of a luncheon club talk.

5. Junior Chamber of Commerce (150,000 members)

Will publicize program in their Bulletin and suggest their local organizations use the food slide film.

6. Optimist Club (14,000 members)

Will give good publicity to the program and suggest their members participate in the various parts of the program.

7. American Legion (1,000,000 members)

Agreed in October to work on a complete food program for all of their Posts. Their Director planned to come to Washington to work it out with us. Unable to come here, invited us to meet with their National Committeemen in Indianapolis, November 17.

In addition to the above, articles were sent to organizations listed below for use in their magazines. On the basis of past experience, it is estimated that the articles will be used in about 90% of the cases.

Rotary, Kiwanis, Lions, Exchange and Optimist Service Clubs.

United States Junior Chamber of Commerce. American Legion, Veterans of Foreign Wars and Jewish War Veterans of America. Knights of Columbus, Order of DeMolay, Fraternal Order of Eagles, Modern Woodmen of America, Elks, Catholic Order of Foresters, Loyal Order of Moose, Maccabees, Knights of Pythias, National Fraternal Congress, High Twelve International, United Commercial Travelers.